

FIGURE 1

0949999-4-4999

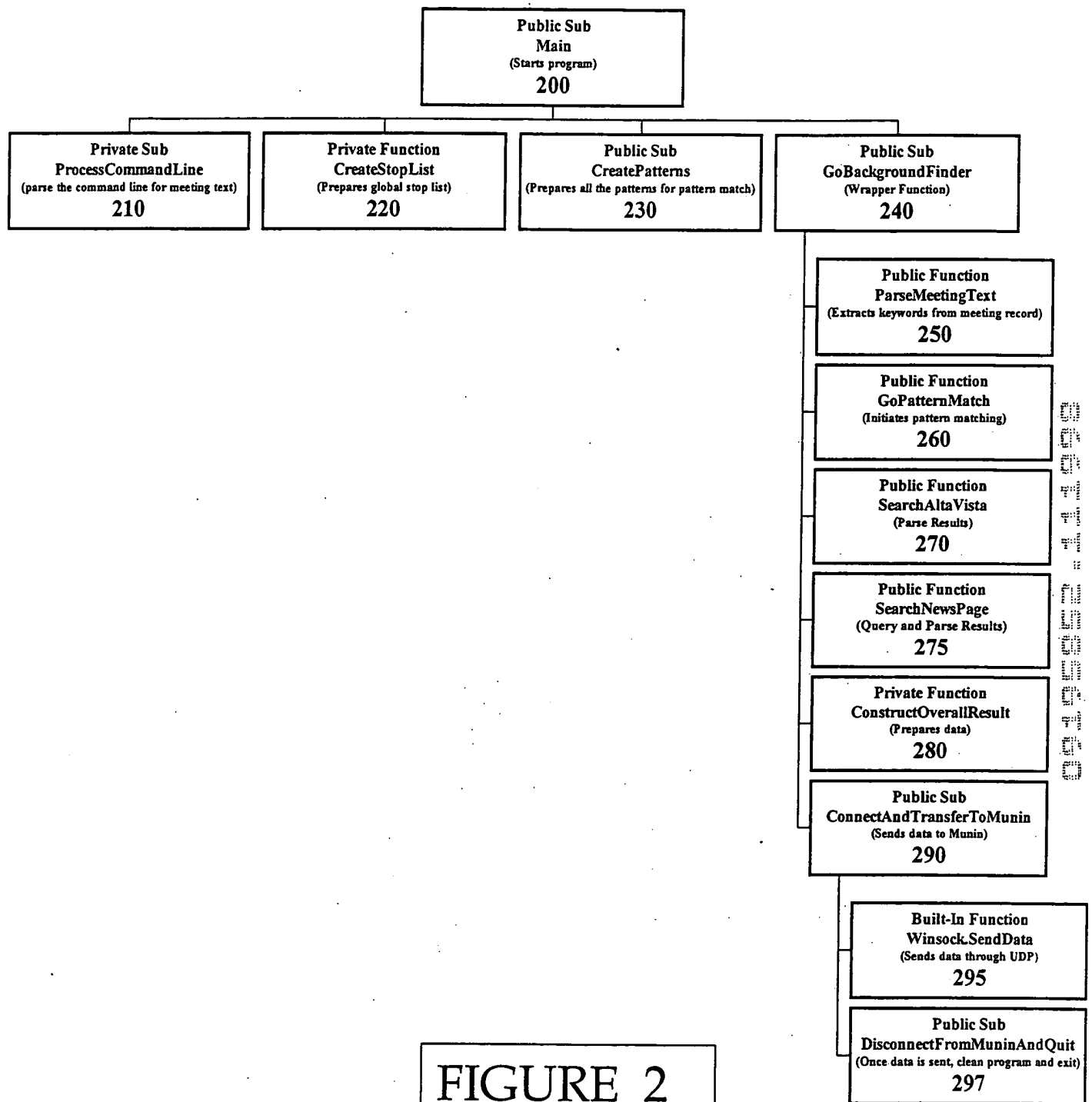


FIGURE 2

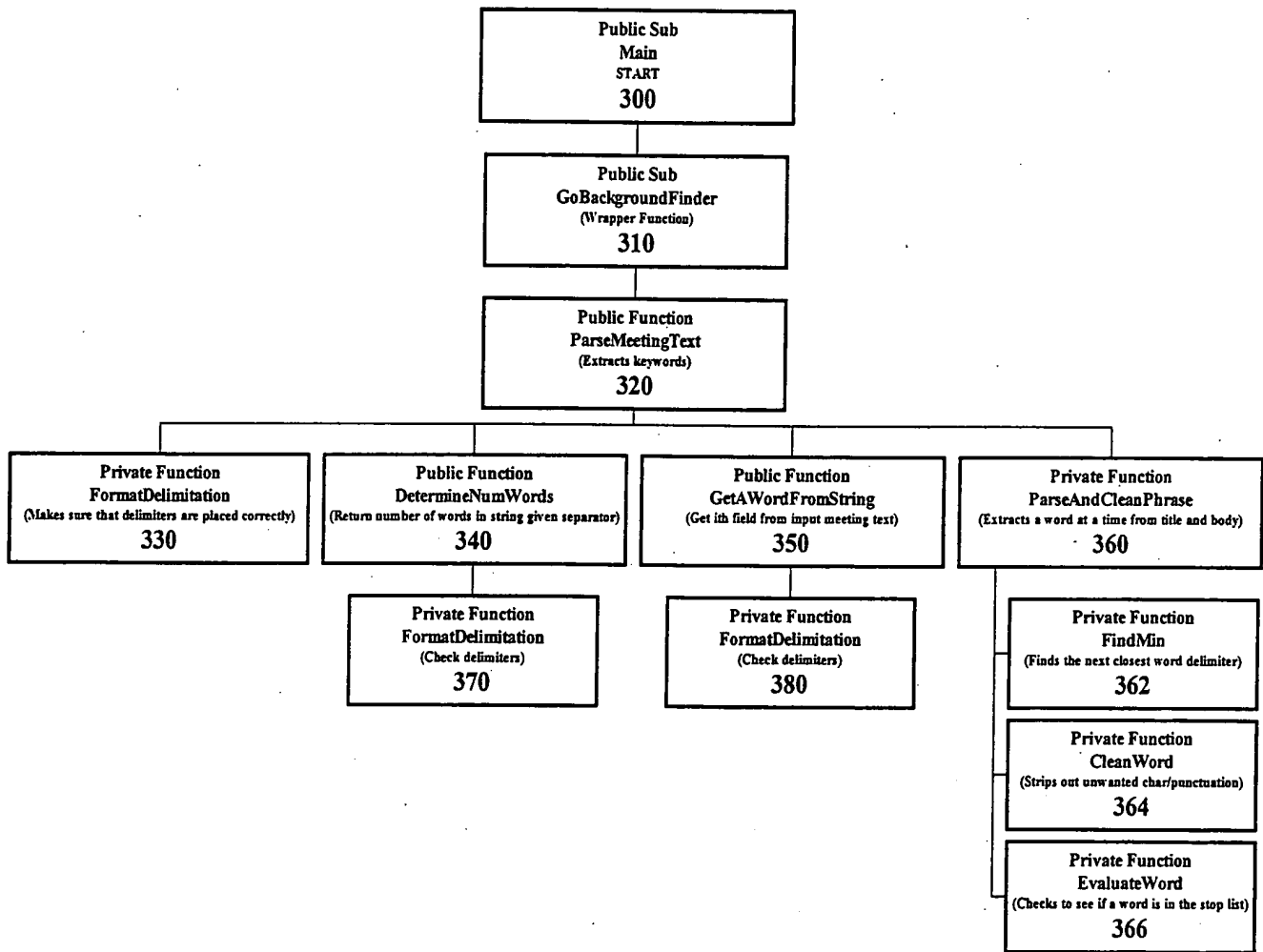


FIGURE 3

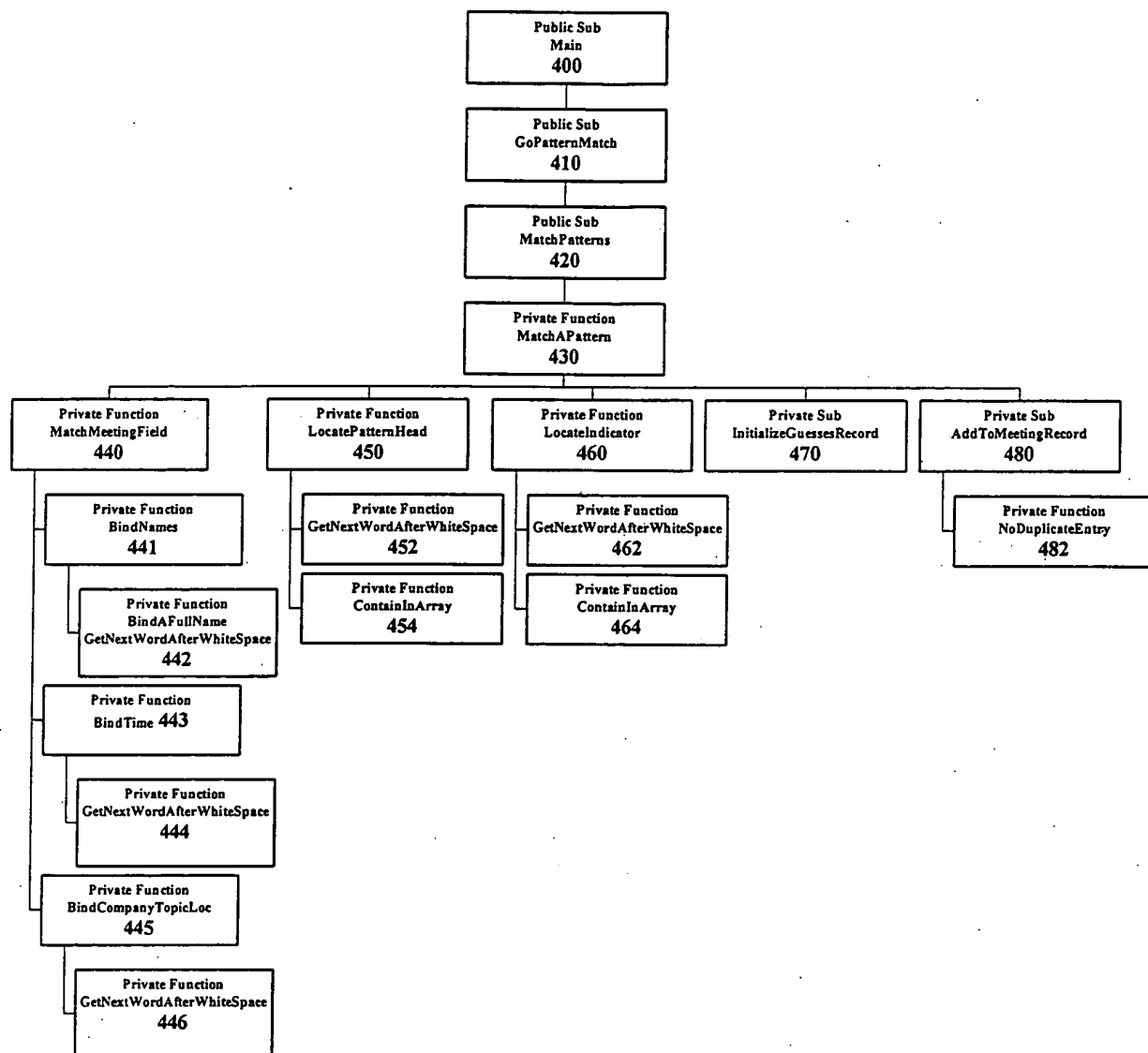


FIGURE 4

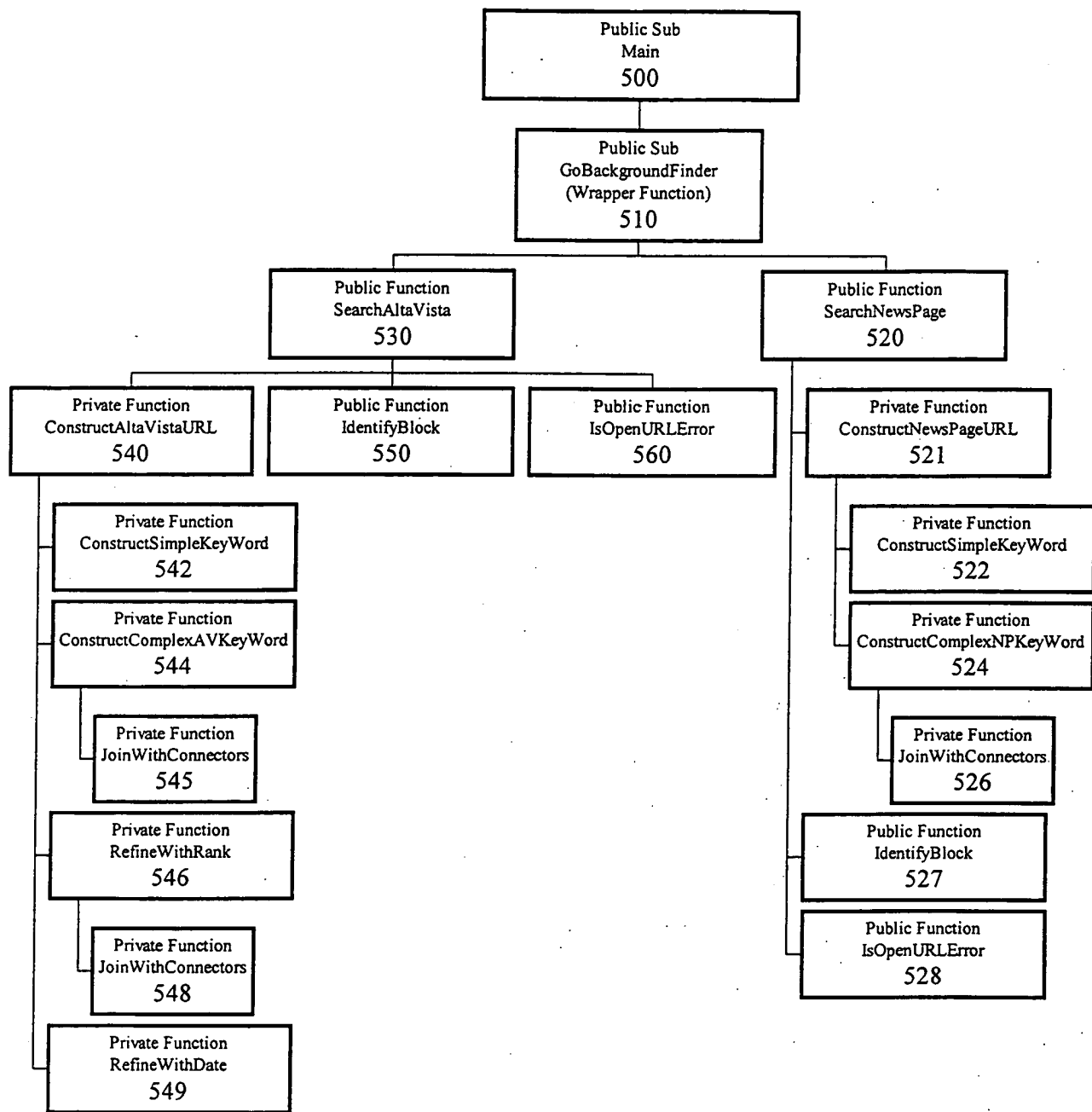


FIGURE 5

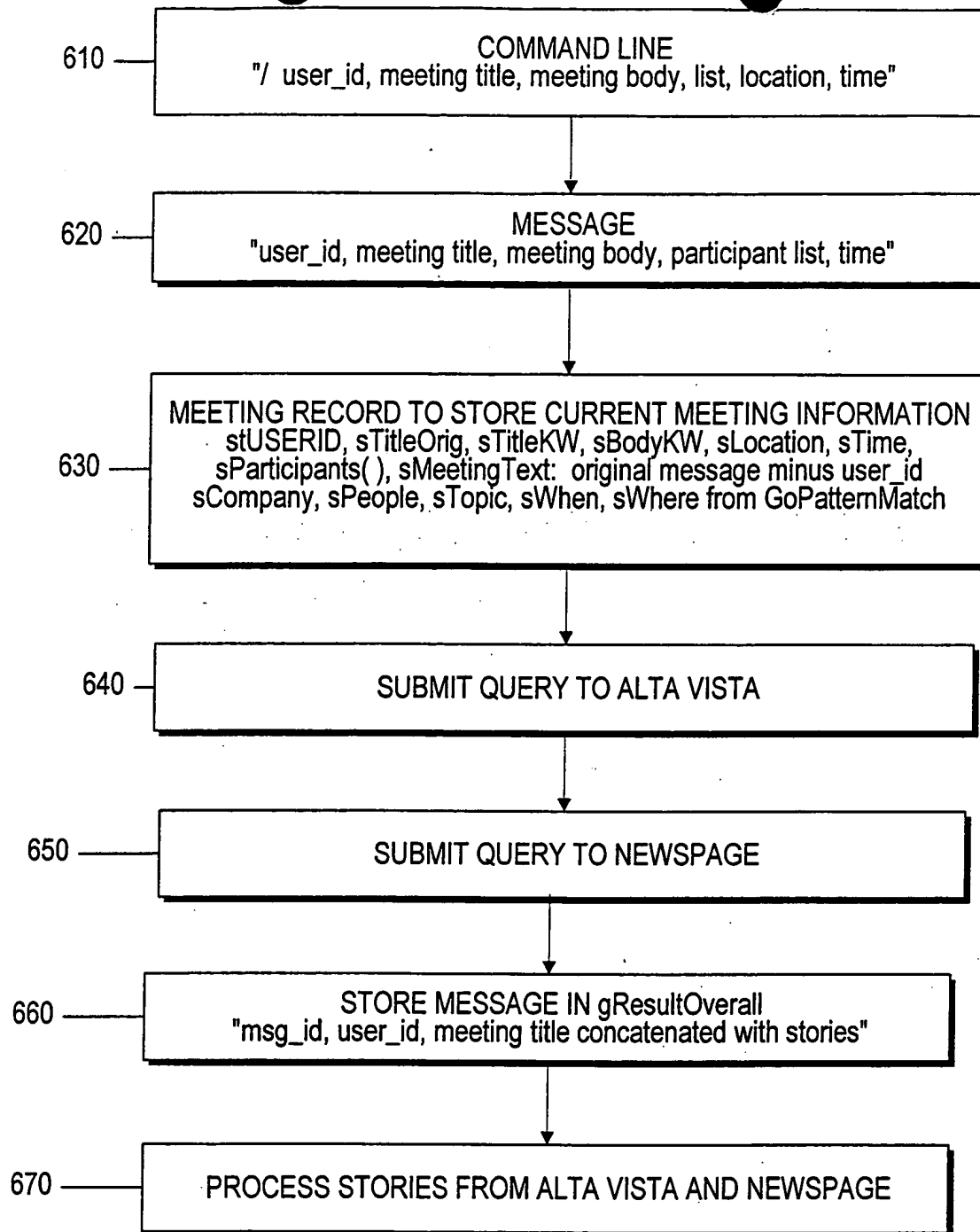


FIGURE 6

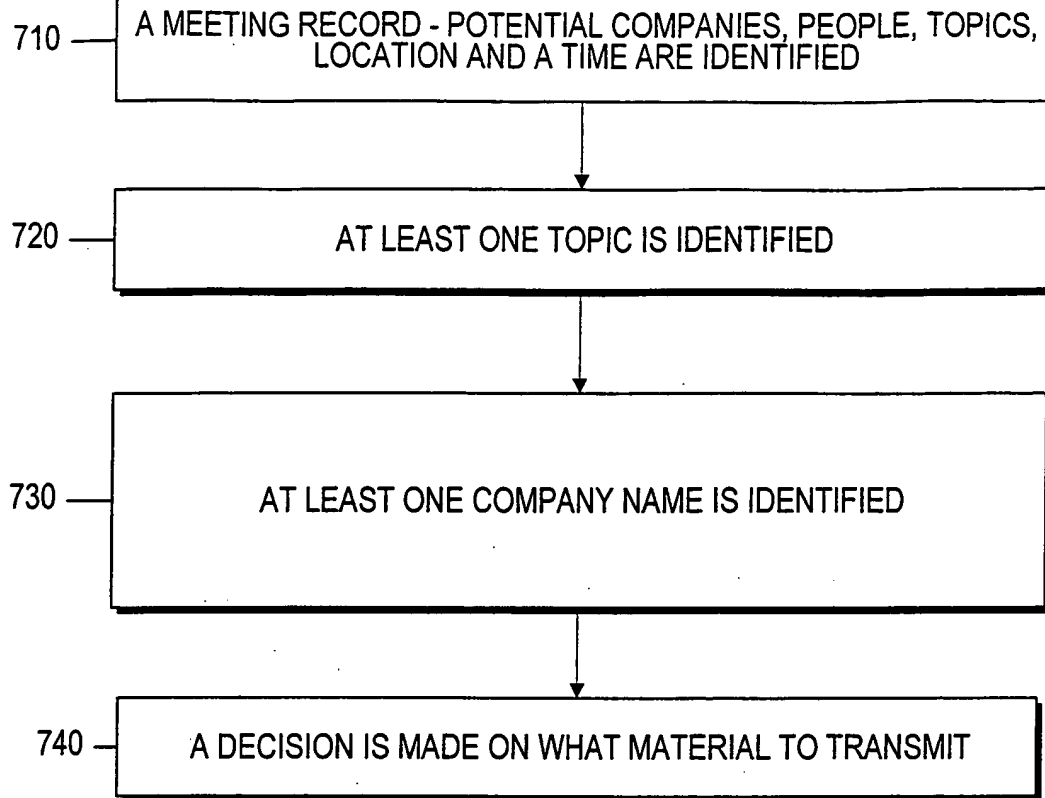


FIGURE 7

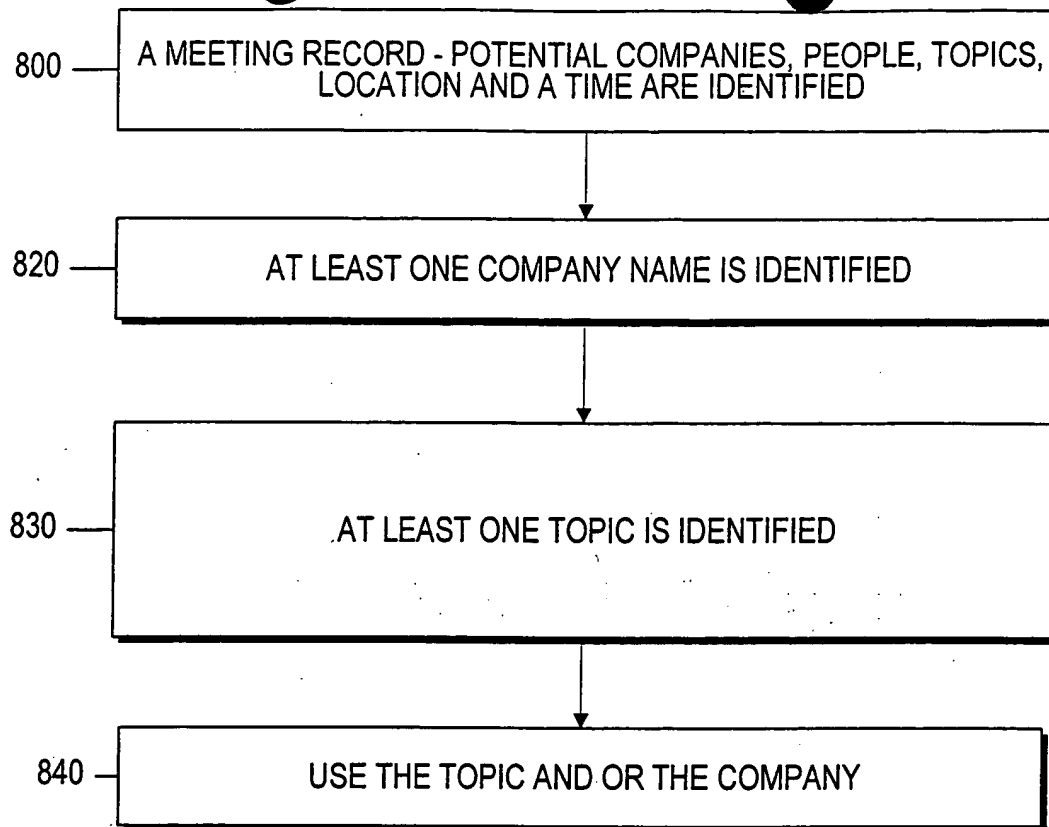


FIGURE 8

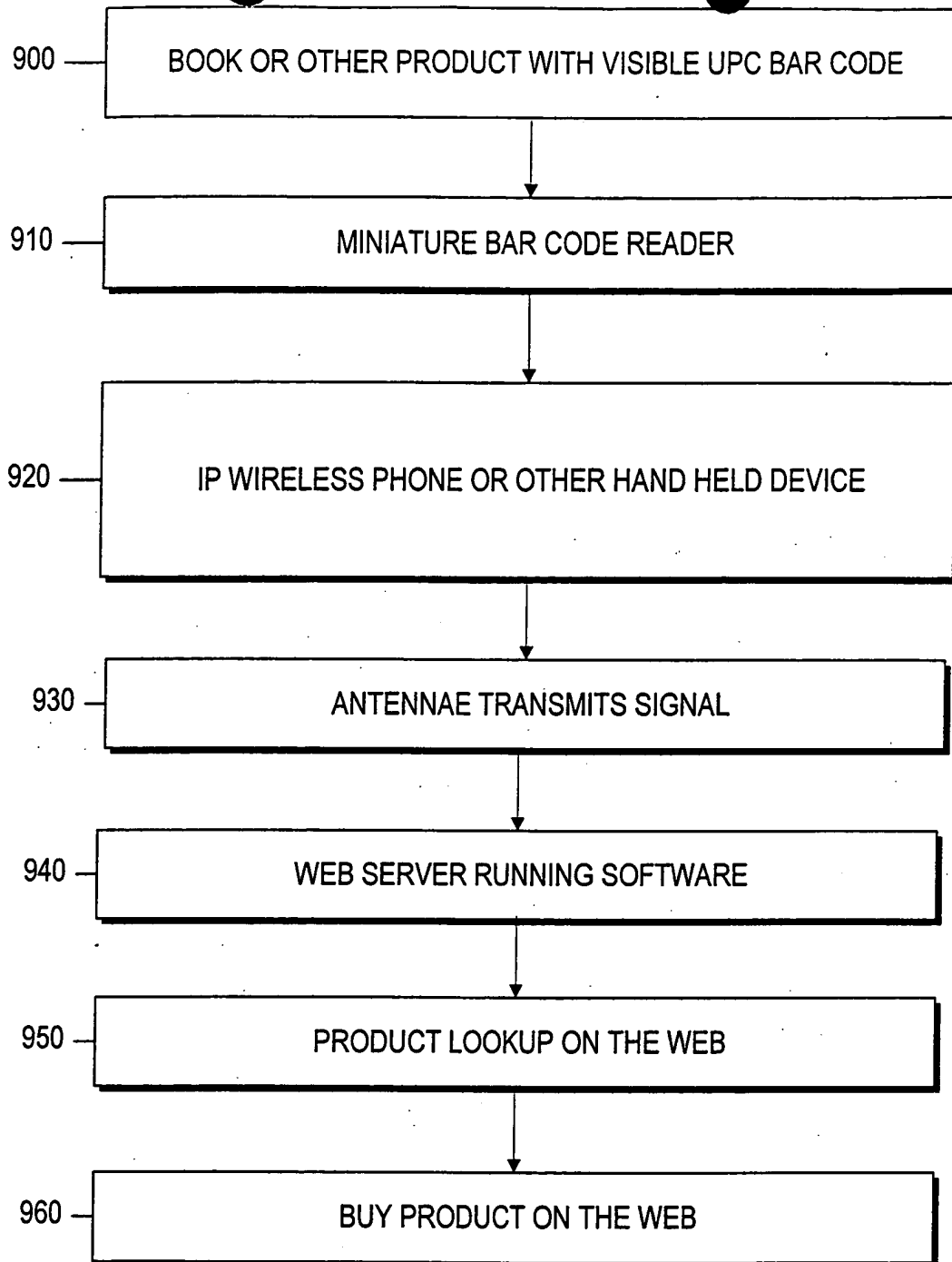


FIGURE 9

FIGURE 10A

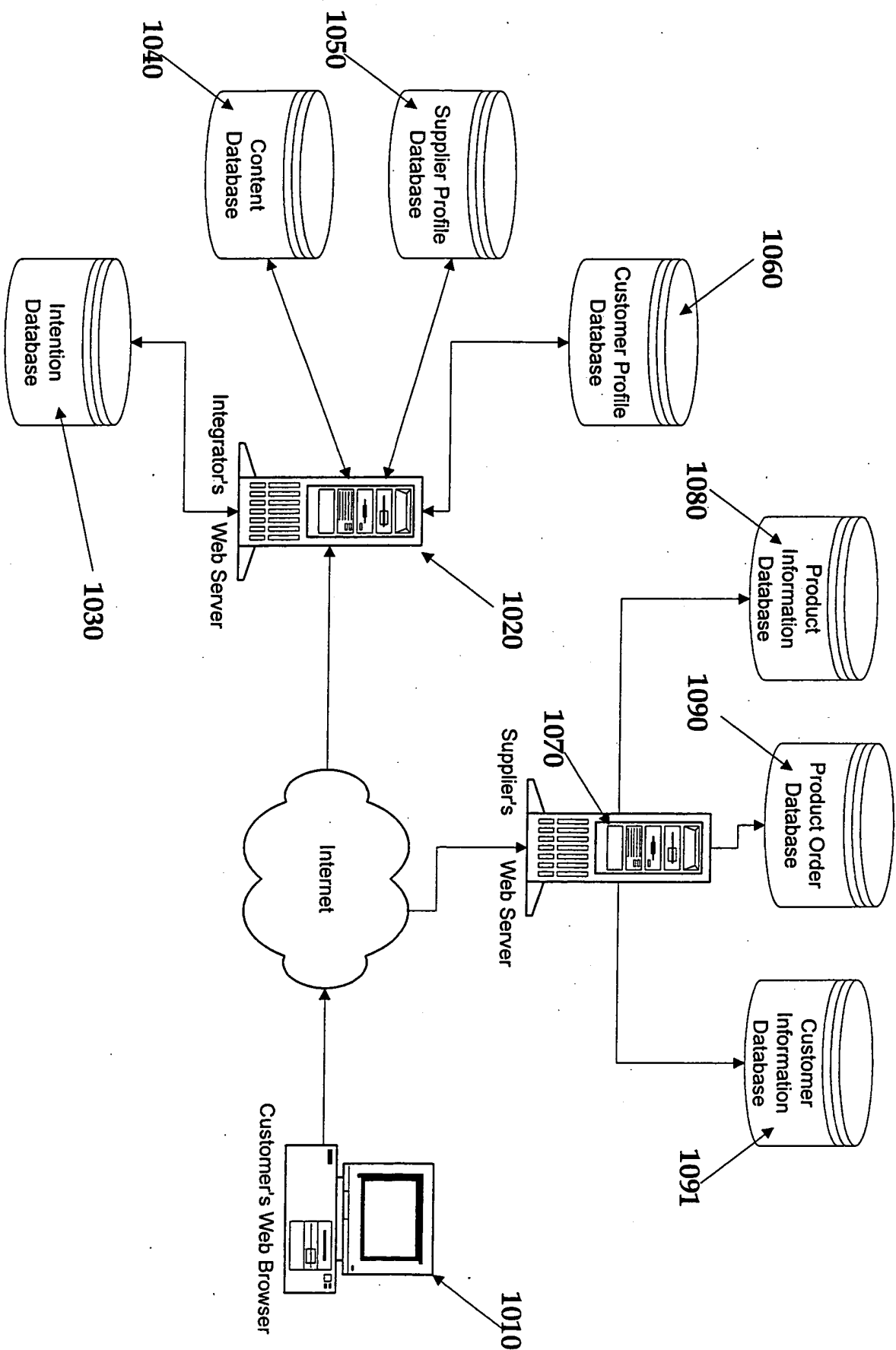


Figure 10B

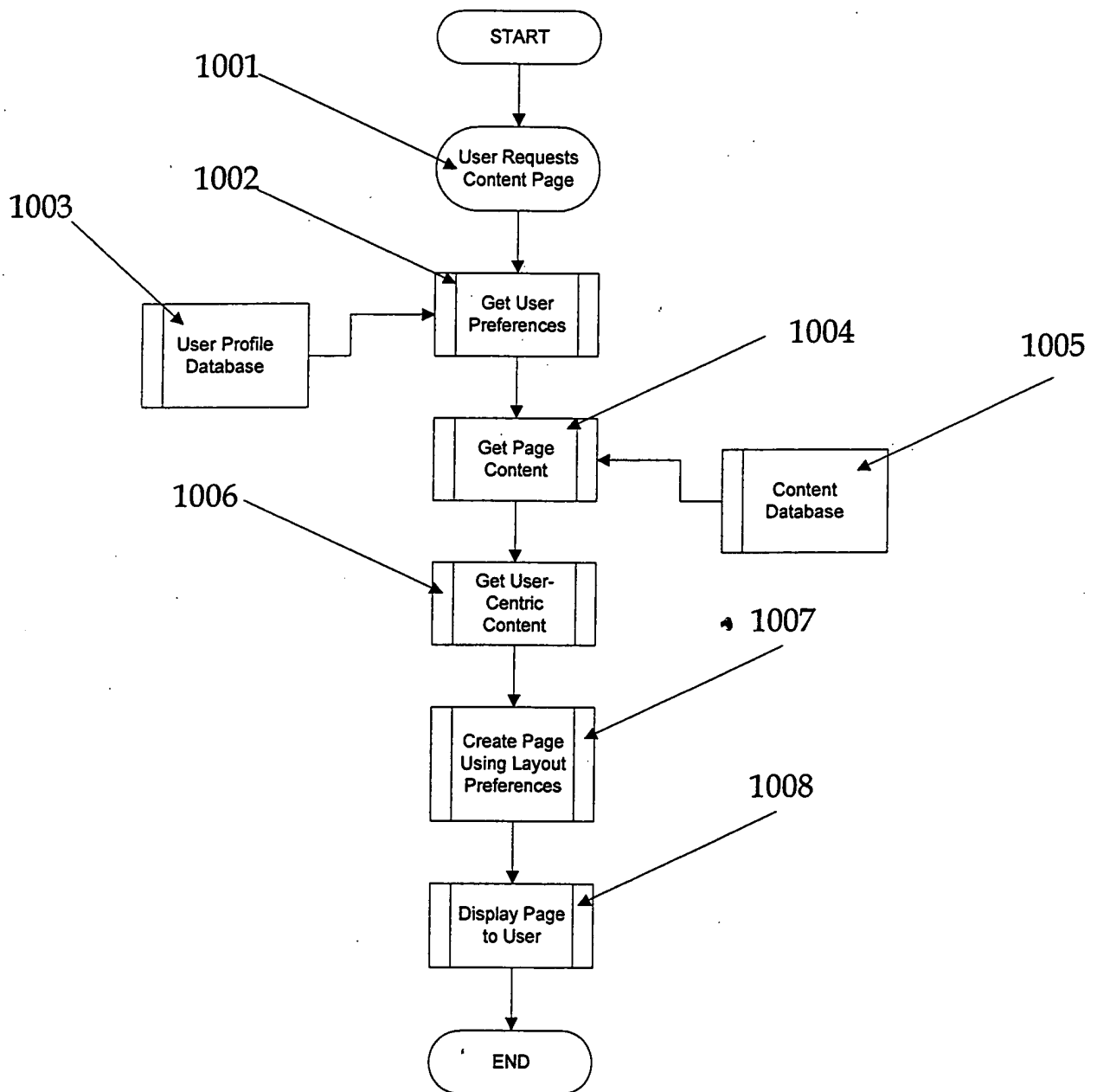


Figure 11: Retrieve User-Centric Content

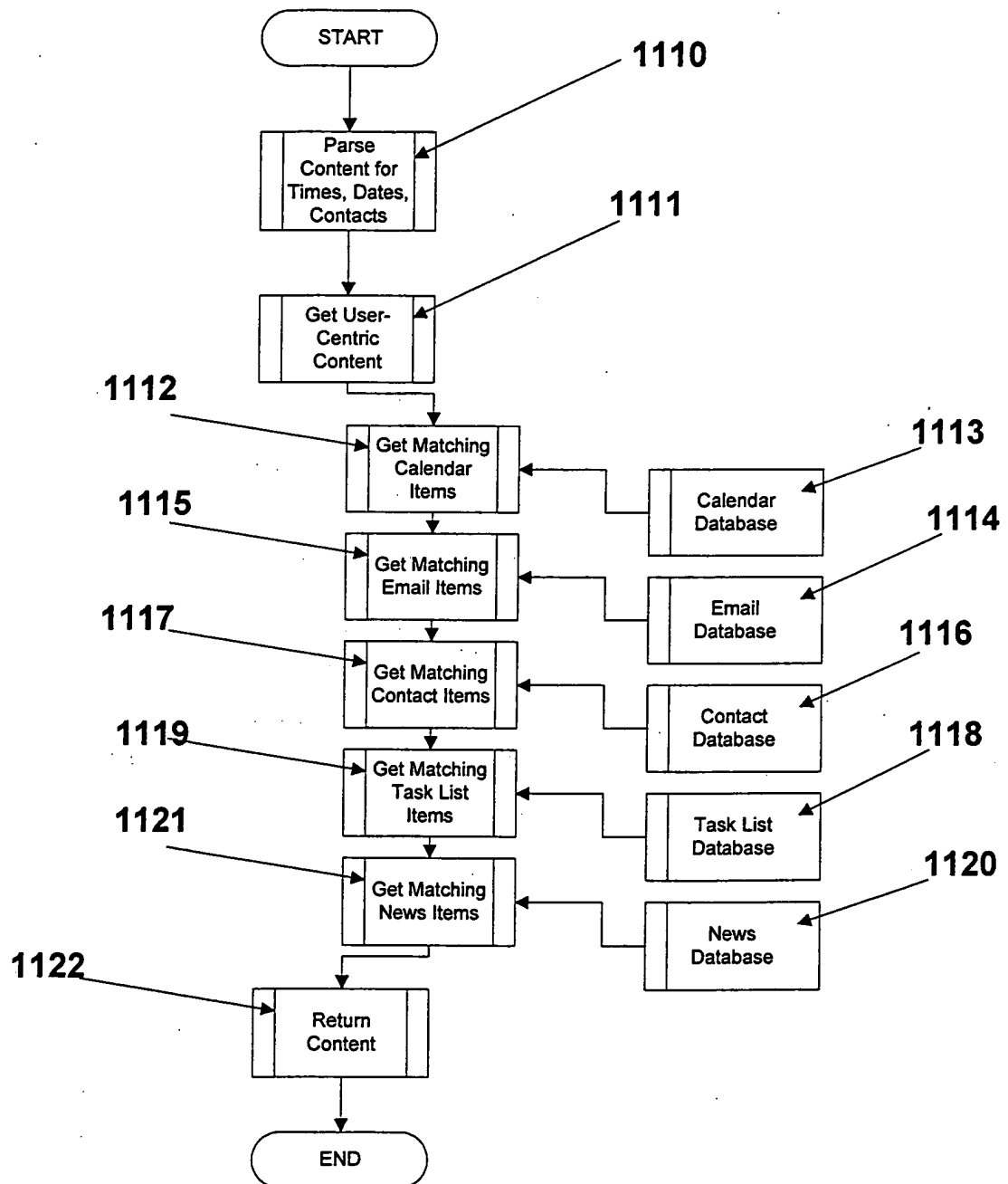


Figure 12: User Profile Data Model

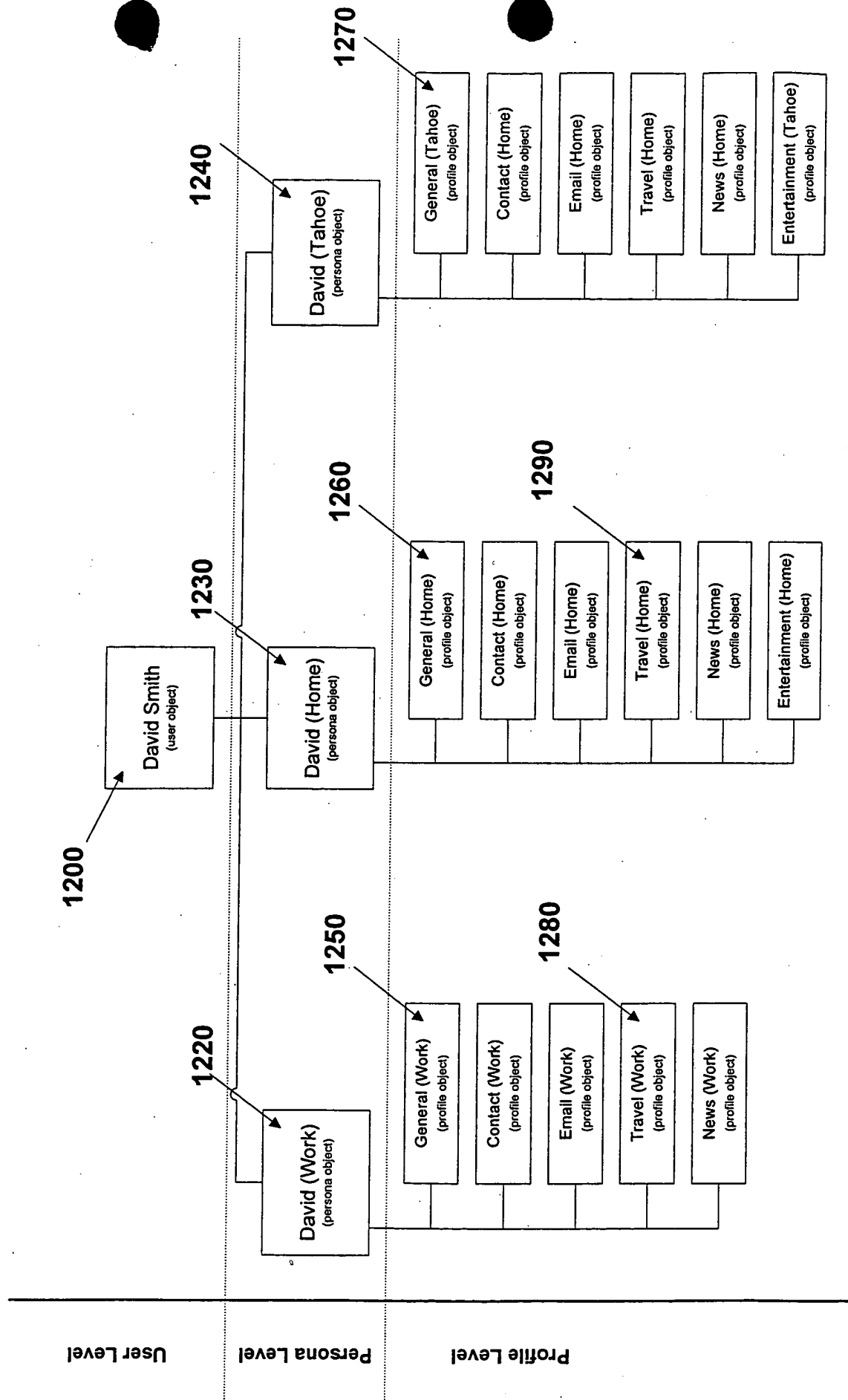


Figure 13: Persona Data Model

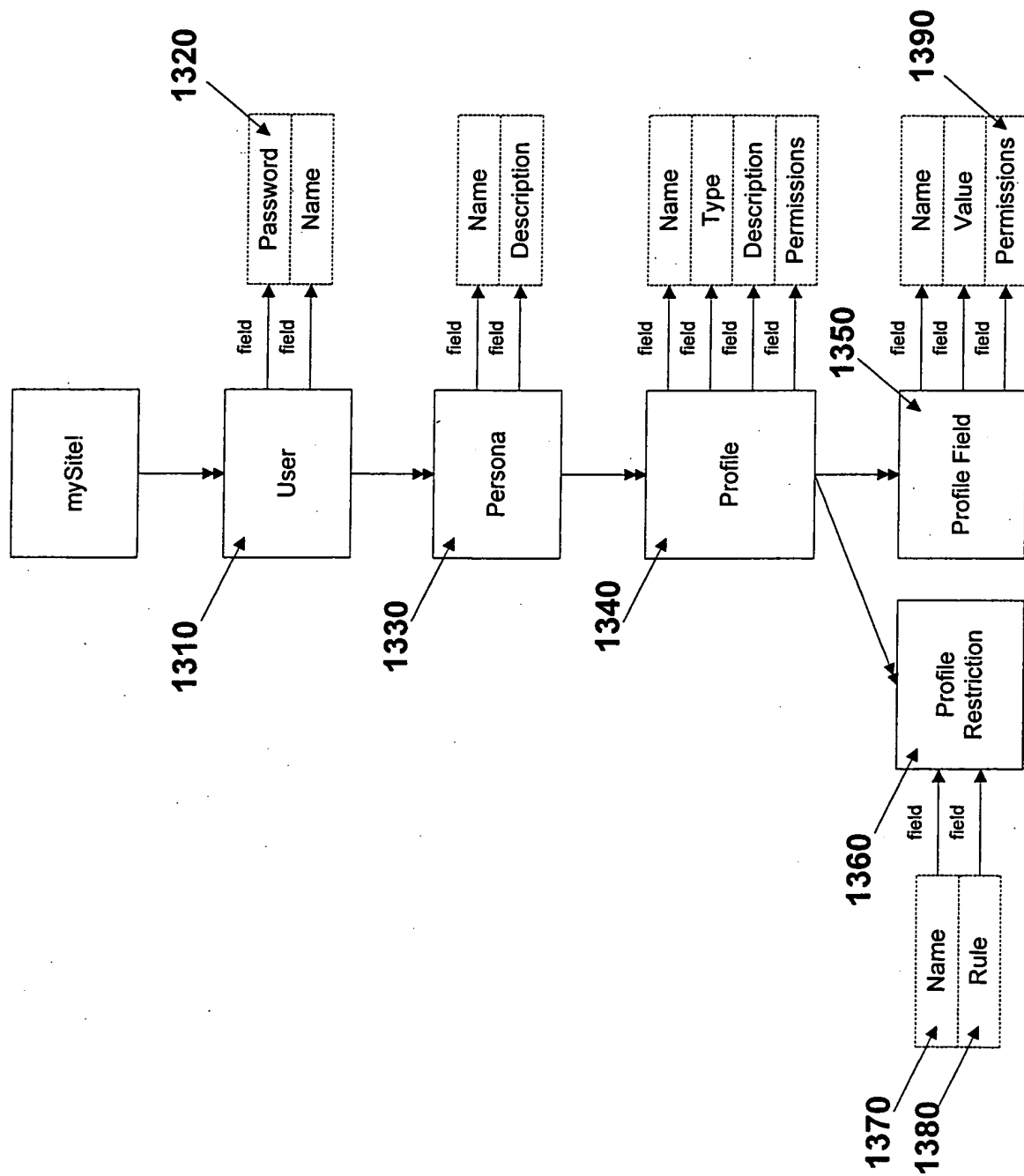


Figure 14: Intention Data Model

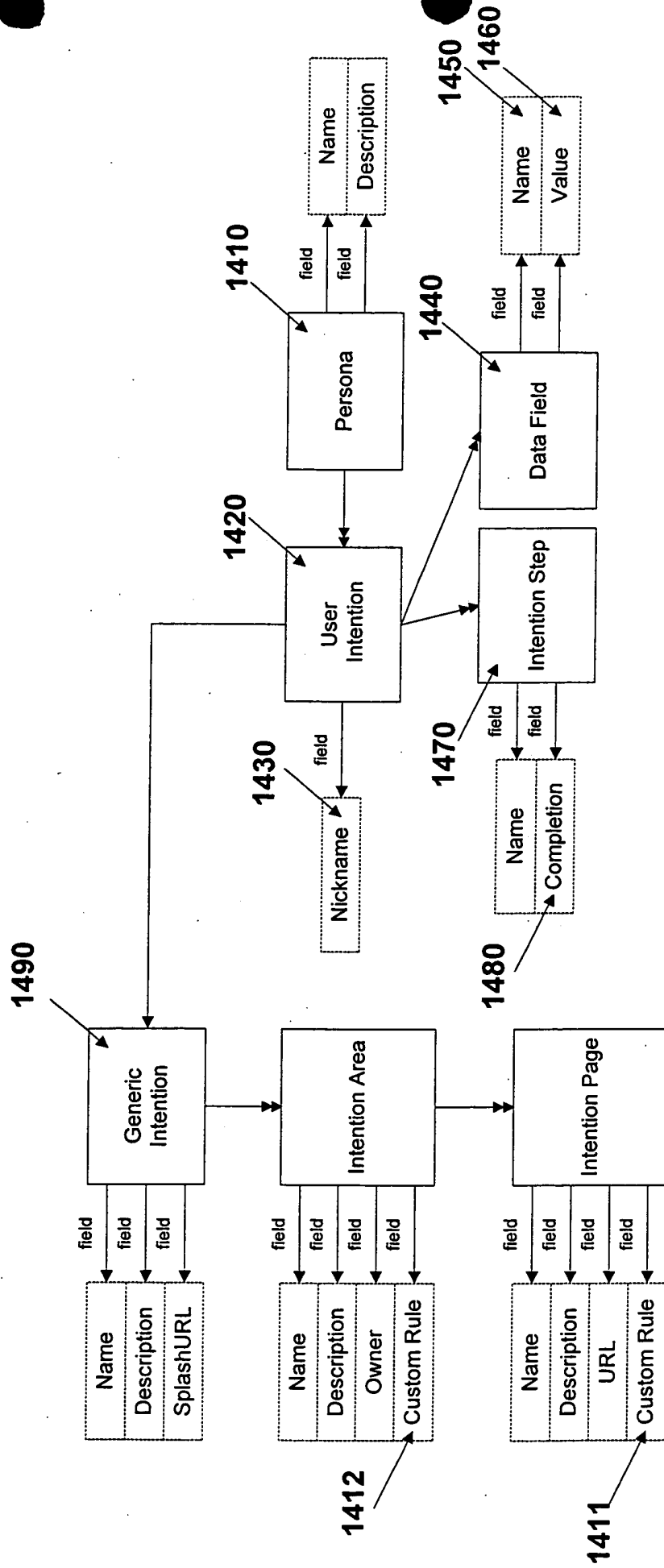


Figure 15

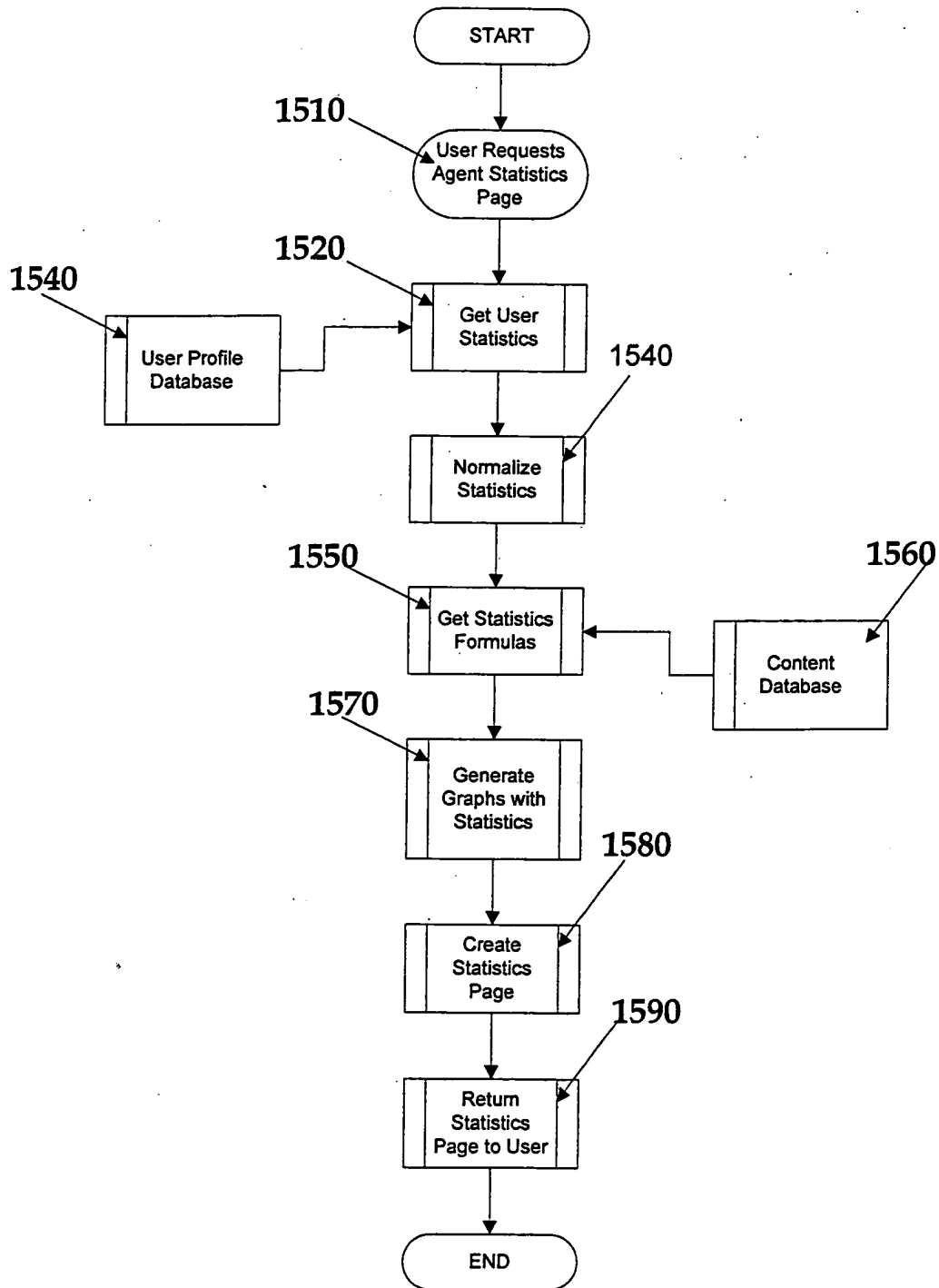


Figure 16

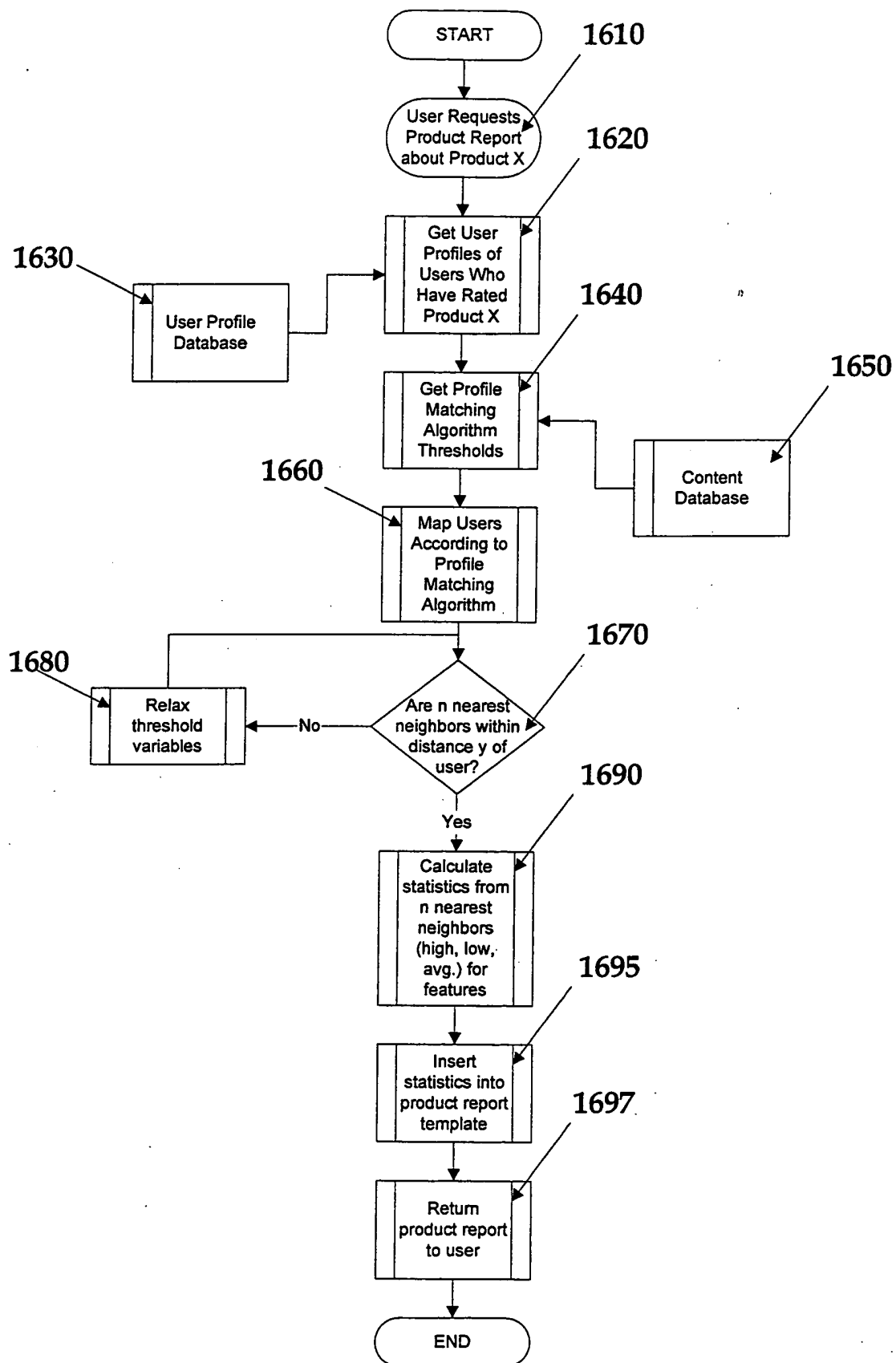


Figure 17

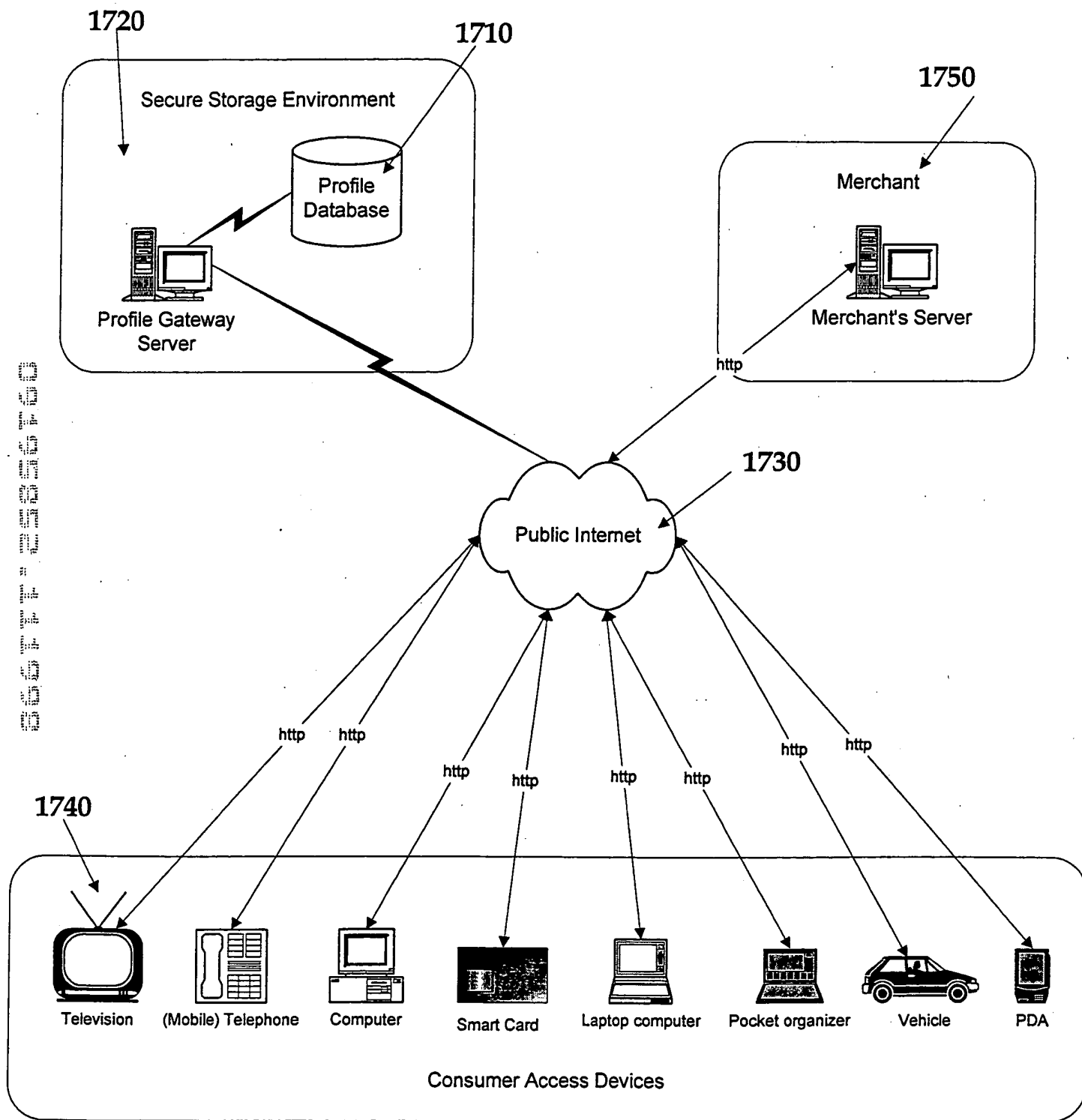


Figure 18

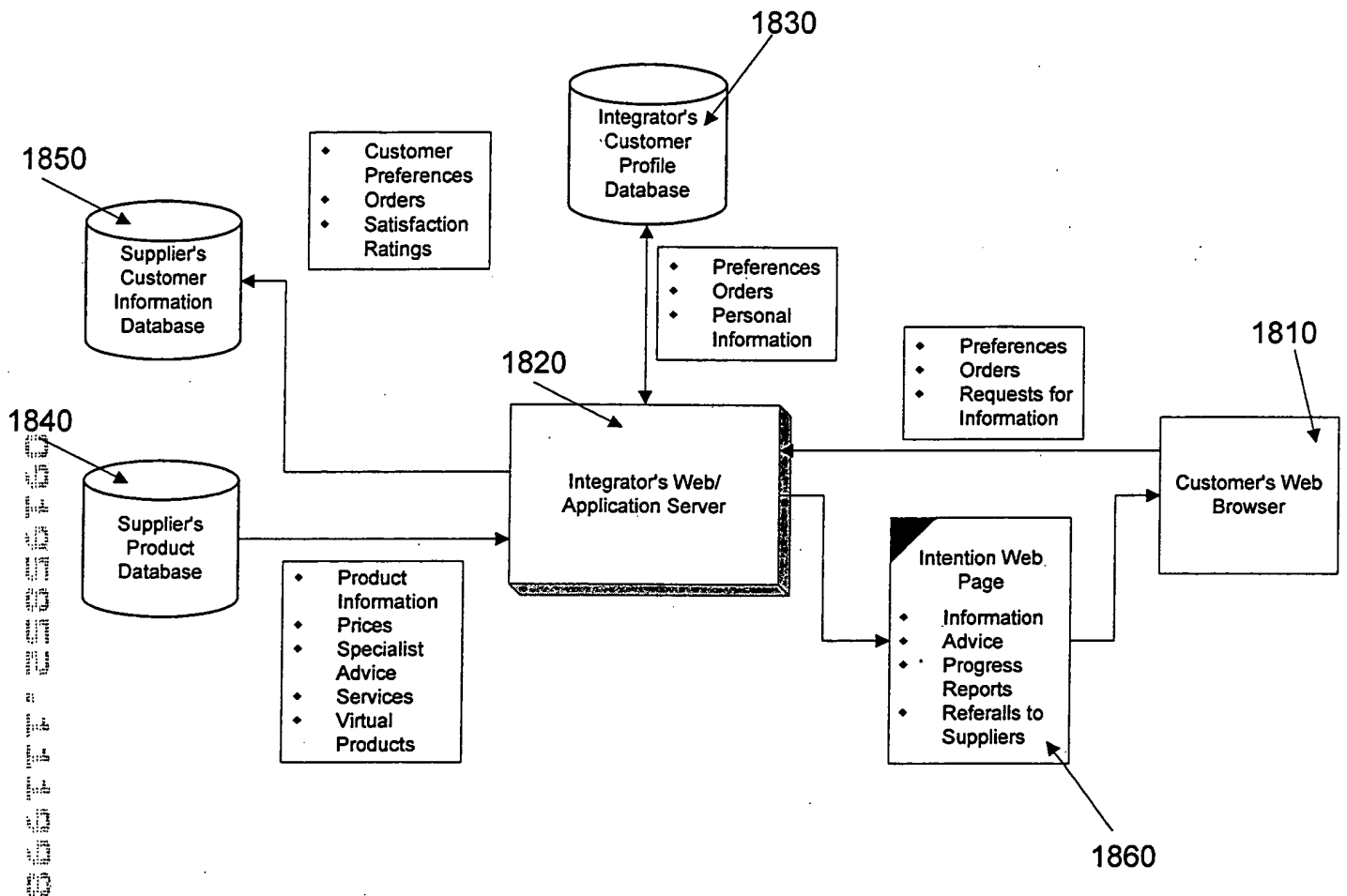
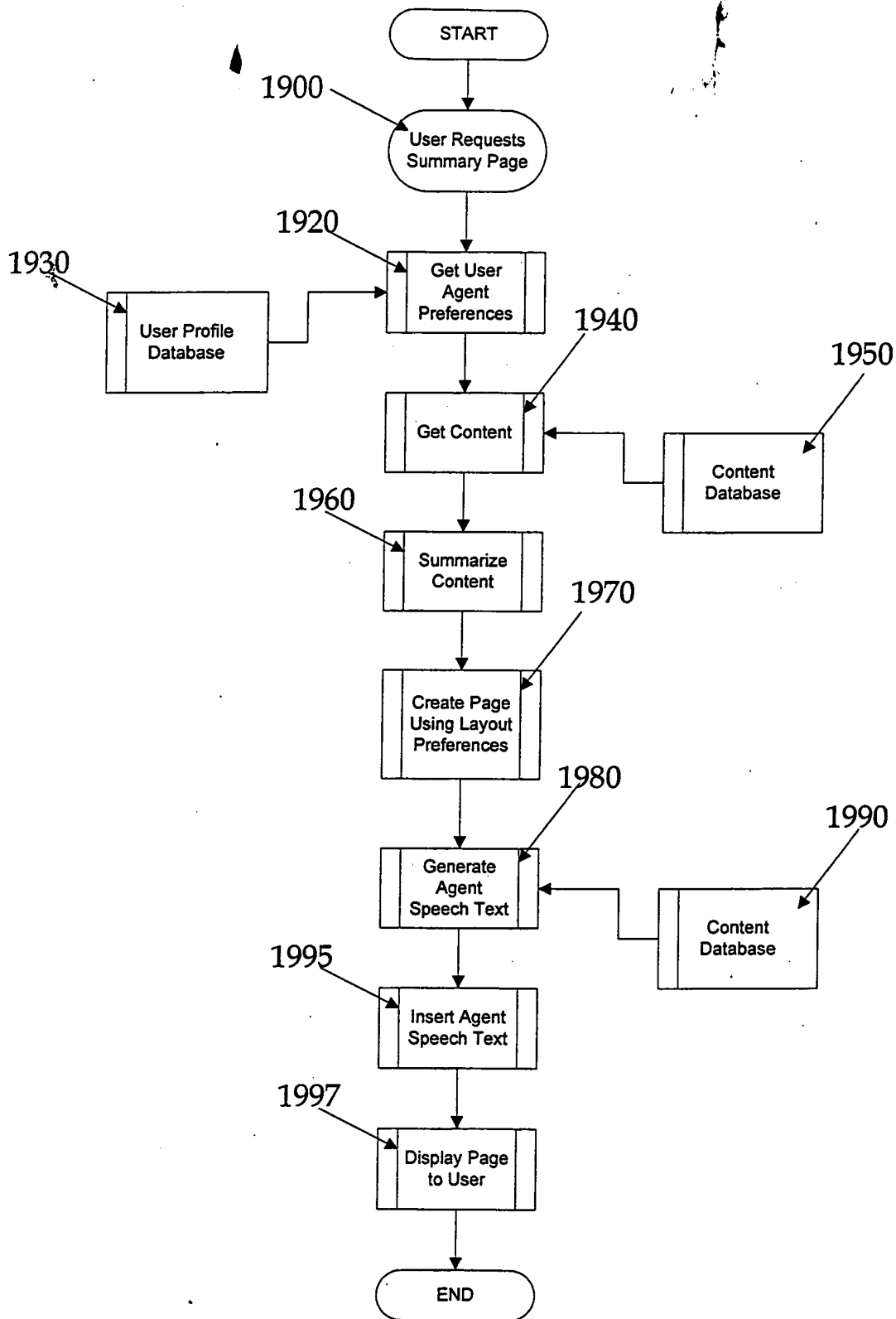


FIGURE 19



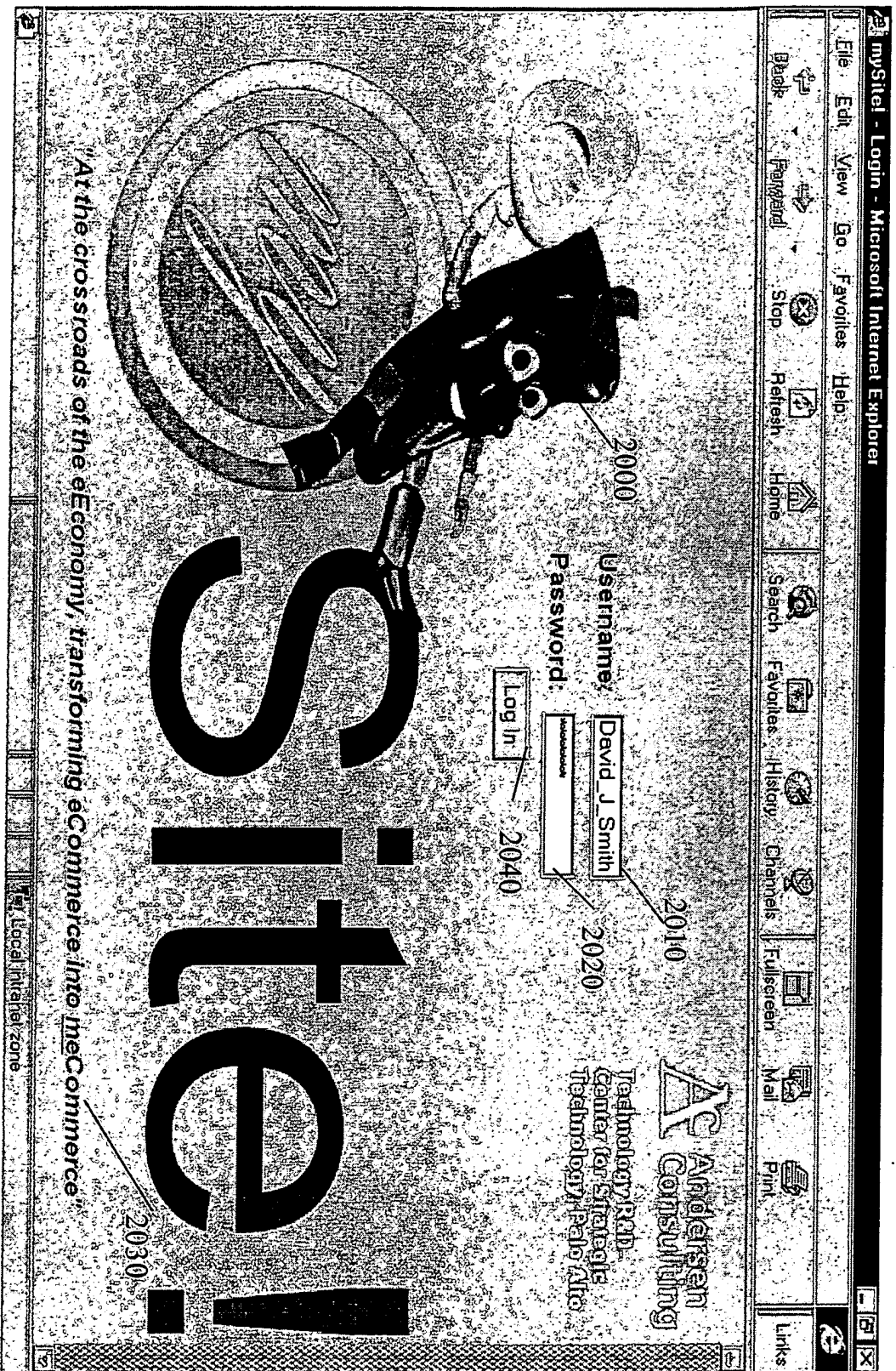


FIGURE 20

001955552 444999

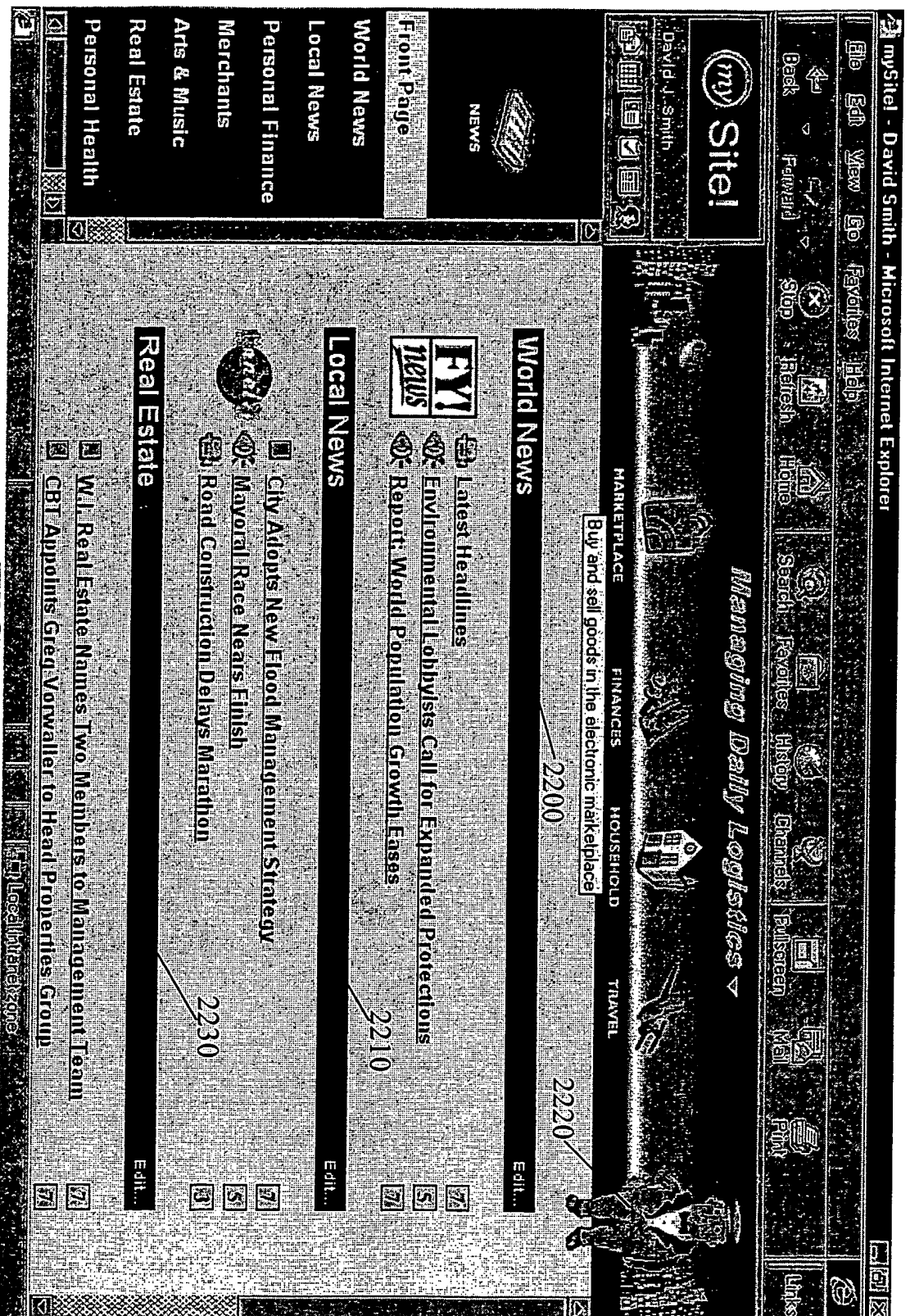


FIGURE 22

00100000 444000

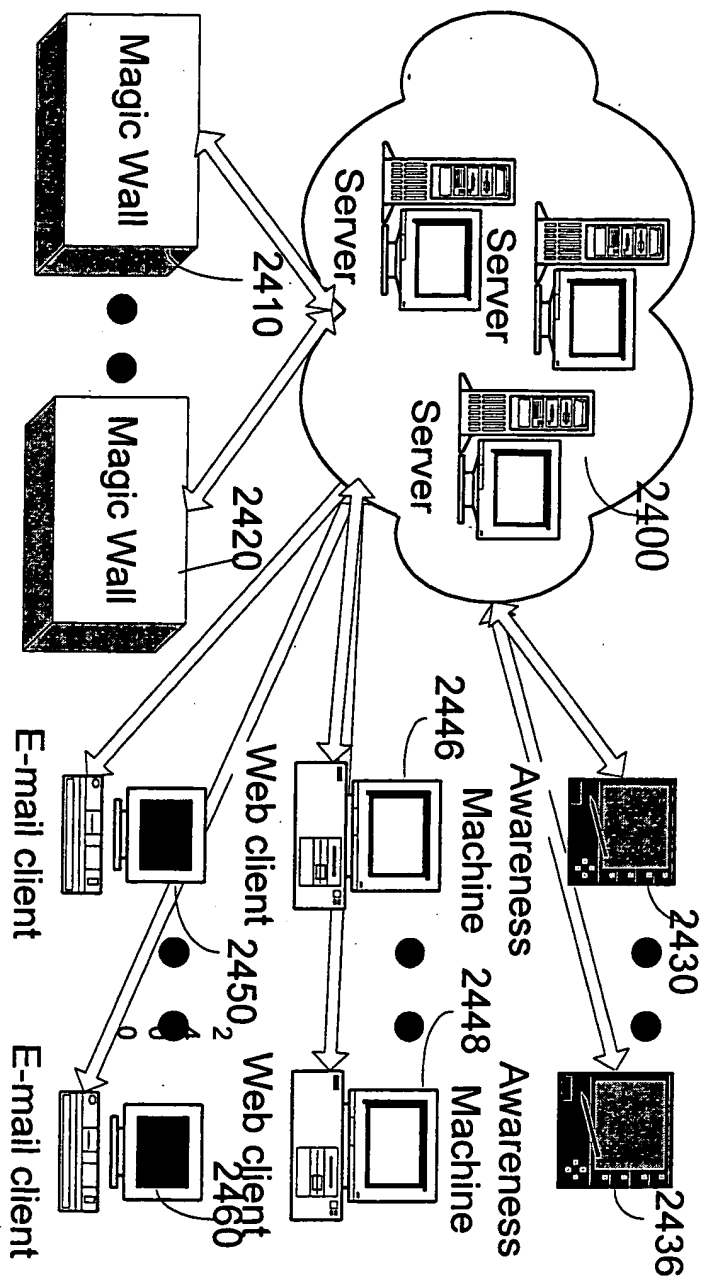


Figure 24

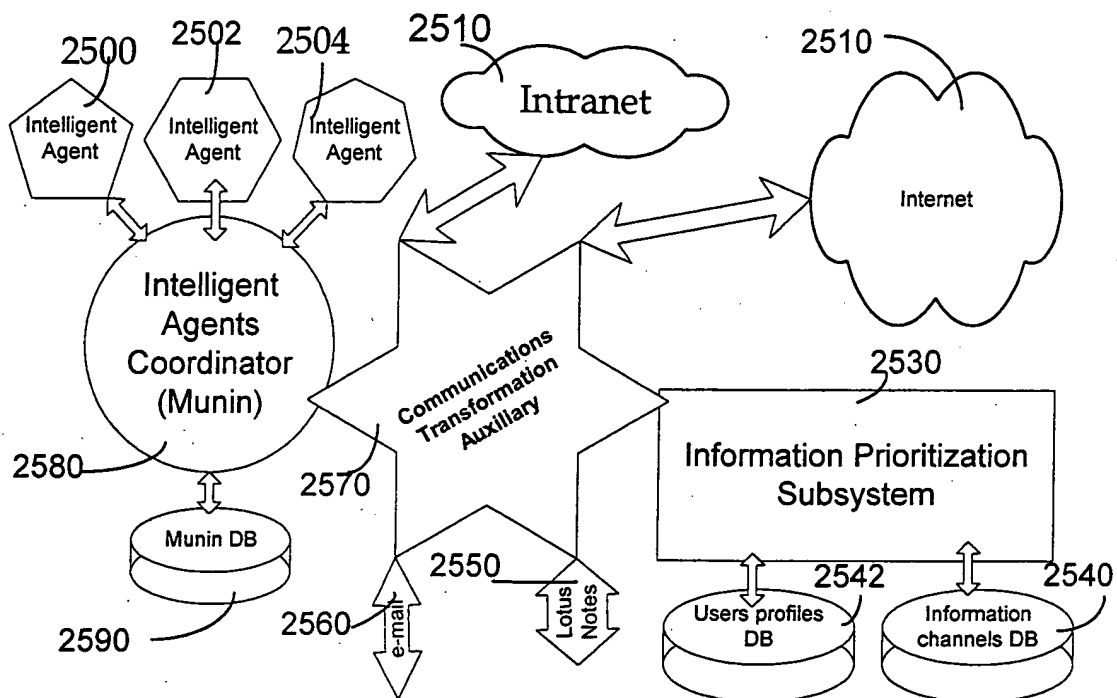


Figure 25

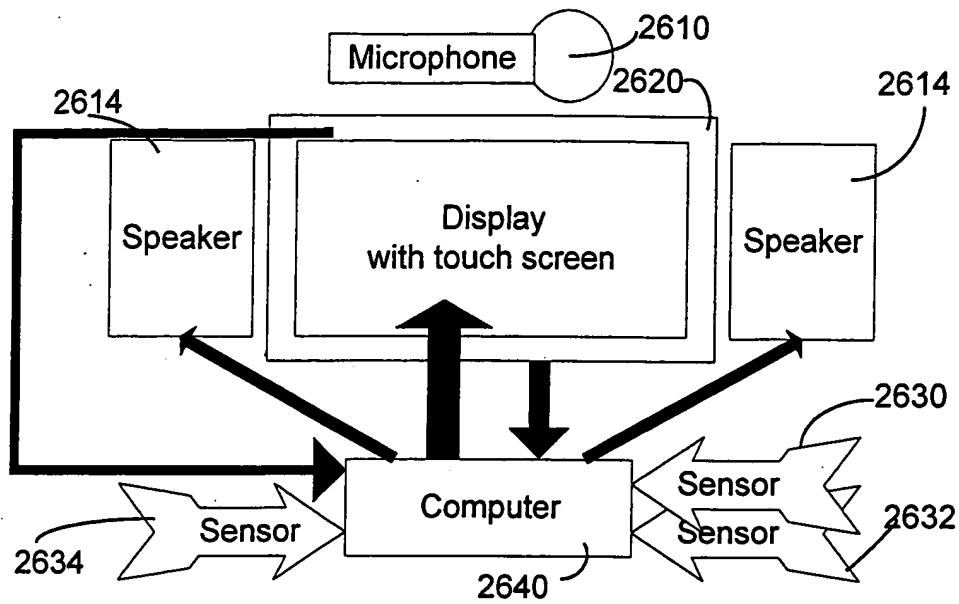


Figure 26